

IN THE CLAIMS

Please cancel claims 21-27 without prejudice.

Please amend the following claims which are pending in the present application:

1. (Currently Amended) A method for providing information to a user accessing a World Wide Web site, comprising:

(i) serving an advertisement associated with a first World Wide Web site, wherein said advertisement has a plurality of associated selectable options that are displayed when said advertisement is displayed, further wherein each of said plurality of selectable options has an associated information delivery process, wherein the associated information delivery process differs for each of said plurality of selectable options;

(ii) receiving an indication of a user-selection of one of said plurality of selectable options associated with said advertisement;

(iii) determining whether a user has signed in ~~receiving an input from the user identifying where the information is to be sent, the input depending on the selection made in (ii);~~ and

(iv) displaying a sign-in page if the user has not signed in or providing information associated with said advertisement via said information delivery process associated with the selected one of said plurality of selectable options if the user has signed in.

2. (Currently Amended) The method of claim 1, ~~wherein said advertisement has at least one subject matter topic associated with it and said information is directed at least in part to said subject matter topic~~ further comprising:

receiving input from the user identifying where the information is to be sent the input depending on the selection made in (ii) following display of the sign-in page.

3. (Original) The method of claim 1, further comprising:

receiving an indication of personal information used during said providing information associated with said advertisement via said information delivery process.

4. (Previously Presented) The method of claim 1, where said providing information associated with said advertisement via said information delivery process includes at least one of the following:

- redirecting a browser to a second World Wide Web site containing said information;

- providing a hyperlink to a second World Wide Web site, wherein said second World Wide Web site contains said information;

- emailing said information;

- serving said information as part of a new advertisement associated with said first World Wide Web site;

- serving said information as part of said World Wide Web site;

- facsimileing said information; and

- mailing said information to a postal address.

5. (Original) The method of claim 1, wherein said indication of a selection of said selectable option associated with said advertisement is received from a user accessing said first World Wide Web site and further comprising:

- determining personal information associated with said user.

6. (Original) The method of claim 5, further comprising:

- providing at least a portion of said personal information associated with said user to a third party.

7. (Previously Presented) The method of claim 5, wherein providing information associated with said advertisement via said information delivery process is based at least in part on said personal information.

8. (Original) The method of claim 5, wherein said personal information includes at least one of the following:

- an email address;

- a postal address;

an age;
a telephone number;
a facsimile number;
a user preference;
a credit card number; and
a user identifier.

9. (Original) The method of claim 5, wherein said determining personal information associated with said user includes:

receiving an indication of said personal information associated with said user.

10. (Original) The method of claim 1, further comprising:

providing an indication of said selection of said selectable option to a third party.

11. (Previously Presented) The method of claim 1, further comprising providing a notice that additional information will be provided by a third party.

12. (Original) The method of claim 1, wherein said information associated with said advertisement includes a request for consent to receive additional information.

13. (Original) The method of claim 11, further comprising:

receiving an indication of a consent to receive said additional information.

14. (Original) The method of claim 11, further comprising:

providing said additional information.

15. (Previously Presented) The method of claim 1, further comprising:

providing a notice that additional information will be provided by a third party.

16. (Original) The method of claim 11, wherein said information associated with said advertisement includes a request for consent to receive additional information and a notice that said additional information will be provided by a third party.

17. (Currently Amended) A method for providing information to a user accessing a World Wide Web site, comprising:

(i) serving a displayable item associated with a World Wide Web site, wherein said displayable item has at least two associated selectable options and each of said two selectable options has a different associated information delivery process;

(ii) receiving an indication of a user-selected one of said at least two selectable options;

(iii) determining whether a user has signed in ~~receiving an input from the user identifying where the information is to be sent, the input depending on the selection made in (ii);~~ and

(iv) displaying a sign-in page if the user has not signed in or providing information associated with said advertisement via said information delivery process associated with the selected one of said plurality of selectable options if the user has signed in.

18. (Cancelled)

19. (Currently Amended) The method of claim 17, ~~wherein said displayable item includes an advertisement~~ further comprising:

receiving input from the user identifying where the information is to be sent the input depending on the selection made in (ii) following display of the sign-in page.

20. (Original) The method of claim 17, wherein said displayable item includes at least one of the following:

an image;

a hyperlink associated with at least one of said two selectable options;

a banner;

a button; and

a badge.

21-27. (Cancelled)